

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A business, personal or marketing communication piece, comprising;

a substrate having first and second faces, first and second longitudinally extending side edges and first and second transversely extending end edges, ~~at least one of said first and second faces is capable of receiving~~ face receives a variably applied ferromagnetic material provided ~~from in a UV curable slurry for use in accentuating a message, marketing theme or event~~ and non-ferromagnetic indicia;

said UV curable slurry including ferrite powder ranging from about 50 to about 90% by weight of said slurry a stabilizer ranging from about 5 to about 20% by weight of the slurry and a varnish ranging from about 15 to about 30% by weight of the slurry; and

wherein said ferromagnetic material is applied to said substrate in a variable pattern to accentuate a message, marketing theme or event in order to create a personalized magnetic communication on said substrate through use of printing or imaging rollers to create a communication piece having a variably applied magnetic portion that is printed or imaged directly on to said substrate as well as a non-magnetic portion, each of which convey unique information, and said magnetic portion having a thickness of less than 25 mils.

2. (Previously Presented) A business or marketing communication piece as recited in claim 1, wherein said variably applied magnetic portion and said non-magnetic portion cooperate to form a single business or marketing communication.

3. (Previously Presented) A business or marketing communication as recited in claim 1, wherein said ferromagnetic material is supplied from a reservoir to create said personalized magnetic communication.

4. (Cancelled)
5. (Original) A business or marketing communication as recited in claim 1, wherein said thickness of said magnetic portion ranges from about 1 to about 15 mils.